



Biographies

Sue Polyson Evans, CEO/Co-Founder SoftChalk, LLC

Sue Polyson Evans is the CEO and co-Founder of SoftChalk LLC and a pioneer in the e-Learning industry. Beginning in the mid 1990s, Sue was lead developer of one of the first commercially-available learning management systems (LMS) in the world, *Web Course in a Box*. She was also co-founder and president of madDuck Technologies, which developed and sold *Web Course in a Box*. After merging madDuck Technologies with e-learning industry giant, Blackboard Inc., Sue remained on board at Blackboard before leaving to found SoftChalk, in 2002.

Prior to her experience as an entrepreneur and product developer, Sue held management positions in instructional technology at Virginia Commonwealth University. She has presented and conducted workshops at leading industry conferences, as well as published articles in the areas of e-Learning technology and the use of web technologies for education. Sue holds B.S. and M.A. degrees from Indiana State University.

Robert Godwin-Jones, President SoftChalk, LLC

Robert Godwin-Jones, Ph.D., is a founding partner of SoftChalk and today is responsible for product research and design. He is a respected writer and speaker on educational technology topics, particularly related to language learning and technology.

Prior to SoftChalk, Robert was a founding partner of madDuck Technologies where he was a co-developer of the *Web Course in a Box* Learning Management System. He is the former Director of the Instructional Development Center at Virginia Commonwealth University (VCU) and is currently a professor at VCU in the School of World Studies.

Jeff Kahn, Director of Business Development, SoftChalk LLC

Jeff Kahn is responsible for working with SoftChalk's strategic partners and leads SoftChalk's interoperability efforts, particularly those related to IMS Common Cartridge and Learning Tools Interoperability. Recently, he has focused on adding support for curriculum standards metadata. Jeff has extensive experience in repository federated search and used this expertise to design and develop the SoftChalk Media Search Tool.

Jeff built SoftChalk's integration with Blackboard and is a recognized leader in Blackboard Building Block development. He also has worked with the California State University's initiatives related to affordability and open educational resources (OER) and supports the adoption there of SoftChalk as a content platform.

Jeff has focused on open textbooks, digital textbook acquisition and delivery in the learning management system, and textbook affordability. These efforts included recent consulting engagements with Barnes & Noble, CourseSmart, Flat World Knowledge, Harvard Business School Publishing, MERLOT, Nature Publishing, VitalSource, and the California State University's Digital Marketplace, among others.